

## ABSTRACT

A method of auctioning data services in a network environment including an exchange system including a supplier list having at least one supplier and a buyer list having at least one includes receiving in the exchange system a service request from a buyer for data services and incentive data from a supplier to supply the data services. The method further includes determining a selected supplier from the supplier list based on the incentive data, creating routing data for the data services to be routed through the selected supplier, and routing the data services through the selected supplier using the routing data.